

Message Text

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ACTION EUR-12

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TO SECSTATE WASHDC 3939
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UNCLAS MILAN 0385

E.O. 11652: N/A

TAGS: BEXP BTRA IT

SUBJECT: VISIT USA-FOREIGN BUYERPROGRAM - U.S. TRADE SHOWS

1. POST JUST VISITED BY GIAMPIERO MORETTI, OWNER OF UFFICIO VIAGGI E TURISMO MORETTI OF MILAN, A FIRM WHICH SPECIALIZES IN ARRANGING - IN COLLABORATION WITH PANAM - GROUP TOURS BY ITALIAN BUSINESSMEN. FOR EXAMPLE, FIRM RECENTLY ARRANGED FIVE DAY TOUR TO VISIT INTERNATIONAL AIR CONDITIONING, HEATING AND REFRIGERATING EXPOSITION IN ATLANTIC CITY, NEW JERSEY AND IN MAY 75 IS ORGANIZING A TWELVE DAY "STUDY TOUR" TO THE U.S. UNDER THE TITLE "MODERN ARCHITECTURE AND URBANISM IN THE U.S.A."

2. MORETTI MUCH IMPRESSED WITH CONCEPT FOREIGN BUYERS PROGRAM AND PROMISED TO STUDY LIST OF SPONSORED SHOWS TO DETERMINE WHICH ONES HE MIGHT BE ABLE TO BUILD GROUP TRIPS AROUND. HE WILL LET POST KNOW SHORTLY - ALTHOUGH PROBABLY NOT BEFORE MARCH 21 DEADLINE - WHICH SHOWS HE EXPECTS TO PROMOTE AND HOW MANY COPIES OF BROCHURES THEY WILL NEED FOR EACH SHOW. POST WILL SUBMIT SUCH EVENTUAL REQUESTS AS A SUPPLEMENT TO THE MISSION'S RESPONSE TO A-517, DUE MARCH 21.

3. COMMENT: MORETTI TOLD US THAT LIKELY UNAVAILABILITY OF BROCHURES IN ITALIAN WOULD COMPROMISE THEIR UTILITY, SO MUCH SO, THAT HE WONDERED WHETHER IT WOULD NOT BE POSSIBLE TO SEND THE BROCHURES IN BLANK, WITH THE EXCEPTION OF THE GRAPHICS, ALONG WITH A FEW SAMPLES IN ENGLISH. MORETTI WILL BE WILLING TO TRANSLATE THE ENGLISH INTO ITALIAN AND SEE TO THE FINAL PRINTING OF THE BROCH-
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URES IN THAT LANGUAGE. MORETTI TOLD US THAT HE HAS DONE THIS IN THE

PAST WITH OTHER BROCHURES NOT ORIGINALLY IN ITALIAN. USDOC IS REQUESTED TO COMMENT ON THE FEASIBILITY OF THIS PROPOSAL.

4. PANAM HAS TOLD US THAT IT GENERALLY WELL IMPRESSED WITH MORETTI FIRM AND EXPECTS TO CONTINUE TO COLLABORATE WITH IT IN FUTURE. POST PREPARING WTDR.FINA

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